

DOWNTOWN ECONOMIC DEVELOPMENT

In a time when commercial uses in many other communities have moved to highway strip centers and shopping malls, Westfield is fortunate in having a concentrated and active central business district. This is due to a variety of factors, including historical development patterns, the presence of a commuter rail station in the midst of the business area, close location to major roadways, character of the district, etc. The following recommendations and policy statements, in addition to the proposals in the other plan elements, are intended to promote and enhance the economic vitality of Westfield's business areas:

- The downtown special improvement district and the managing entity, the Downtown Westfield Corporation, established subsequent to the prior master plan, are supported and endorsed by this plan.
- The function of the architectural review board and design standards in advising the Planning Board and Board of Adjustment concerning the design of public and private improvements in the business districts is supported by this plan.
- Studies should be performed to determine opportunities for increasing the use of shade trees and planters, and for preserving and enhancing the open space areas in the business districts.
- Pedestrian access routes between the public parking areas and stores should be maintained and improved. The Town should negotiate with property owners to acquire, lease or otherwise guarantee private alleys presently used for pedestrian access.

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